



MI NETS



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**Michigan Network of Employers for Traffic Safety**

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### **National Drive Safely at Work Week: April 20–24, 1998**

The Network of Employers for Traffic Safety, with the support of Mitsubishi Motor Sales of America, is sponsoring the 2nd annual "National Drive Safely at Work Week," (NDSAWW) April 20-24, 1998. We hope you will confirm your commitment to highway safety and participate in the 1998 campaign. This year's campaign targets five essential areas that can save lives and reduce injuries and costs.

- Safety belts, child car seats and air bags
- "Road rage" and aggressive driving
- Impaired driving
- Sharing the road safely with trucks and other large vehicles
- Driver fatigue

Clearly, the stakes in "National Drive Safely at Work Week" are extremely high. The week is

designed to help companies save resources and, even more important, the lives of their employees, by significantly lowering the number of traffic crashes. We encourage you to support this initiative by accepting the challenge to reduce traffic crashes involving your employees.

Over 100 Michigan NETS members have accepted the challenge to promote NDSAWW. Even if you didn't take the opportunity back in February to order your PR kit, we encourage you to promote this important safety week with your employees by reminding them to always practice safe driving habits.

### **Buckle Up America: There's Just Too Much to Lose**



"As secretary of Transportation, I am committed to significantly reducing the number of people injured and killed in motor vehicle crashes each year. Working together, we can save lives and prevent needless injuries. I can think of no better way to usher in the 21st century." Rodney E. Slater, Secretary, Department of Transportation.

The Network of Employers for Traffic Safety is promoting Belt America 2000, which is an education and awareness campaign that supports the Presidential Initiative to increase safety belt use in the United States. The goals are to achieve 85% belt use by the year 2000 and 90% by the year 2005. Reaching these numbers will significantly save thousands of precious lives and billions of dollars.

As a member of Michigan NETS, we would be happy to send you a Belt America 2000 campaign kit, "a safe driving" program. This kit includes all the resources you will need to implement a safe driving program in your organization. To get started simply call, fax or E-mail Dan Vartanian, Michigan NETS Coordinator.(Ph.517-333-5322, Fax 517-333-5756, E-mail– [vartanid@state.mi.us](mailto:vartanid@state.mi.us))

## **AAA Foundation Announced Drive To Combat Road Rage**

**T**raffic violence has become a growing public safety concern. In 1997 the AAA Foundation released a study of 10,037 reported road rage incidents that showed a 51 percent increase between 1990 and 1996. A total of 218 people were killed during that time; 12,610 people were injured.

A new brochure explains how to avoid becoming a victim of road rage and offers suggestions for avoiding traffic conflicts. Single copies of the brochure Road Rage are available without charge by sending a self-addressed, stamped envelope to AAA Foundation for Traffic Safety, 1440 New York Ave. NW, Washington, DC 20005. More information on bulk orders is available by calling (800)305-7233.

## **Third Annual Michigan Traffic Safety Summit**



**H**igher speed limits..."Buckle Up America"...distracted drivers. Traffic safety is never short on issues, campaigns and developments.

A dynamic and well-rounded agenda will make this year's Michigan Traffic Safety Summit a must-attend event for anyone interested in injury prevention issues. The event promises to be a valuable opportunity to learn about emerging traffic safety issues, hear about community programs that are making a difference, and share updates on federal, state and local traffic safety initiatives.

The third annual Summit will take place May 12–13 at the Kellogg Center in East Lansing. The Summit will kickoff at noon on Tuesday and conclude at 2:30 p.m. on Wednesday. As a Michigan NETS member you should have already received a registration form to attend this conference. If you did not, please contact Pat Carrow with the Office of Highway Safety Planning at (517)333-5315.

## **Why Take Traffic Safety Seriously?—I'll Tell You Why!**

**T**he leading type of unintentional injury death in 1996 was the motor-vehicle crash, with

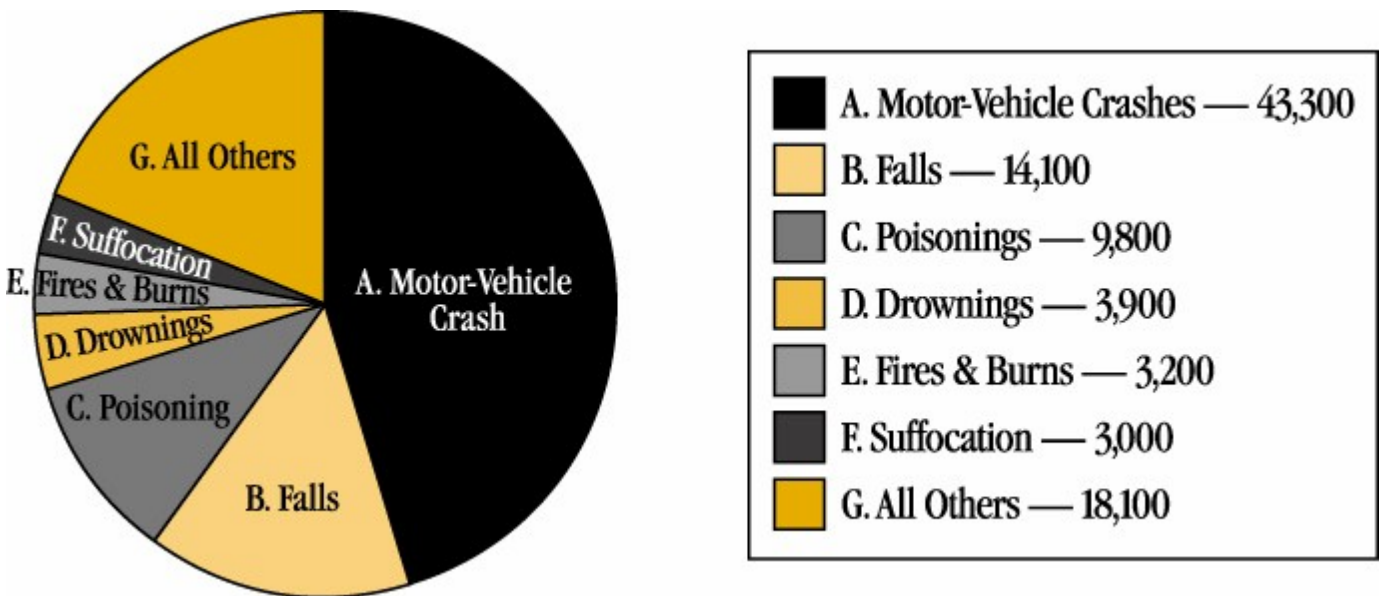
43,300 deaths. The total cost of unintentional injury amounted to about \$444.1 billion. This includes wage and productivity losses of \$224.7 billion; medical expenses of \$74.6 billion; administrative, police and legal costs of \$76.3 billion; property damage in motor-vehicle crashes of \$39.5 billion; employer costs of about \$19.8 billion; and property loss in fires of about \$9.2 billion

Unintentional-injury deaths increased in 1996 for the fourth consecutive year. The death total was 93,400, an increase of 80, or less than one-half percent , from the revised 1995 total of 93,320.

Disabling injuries in 1996 numbered 20.7 million. A disabling injury is one that prevents the injured person from conducting normal activities for at least one day beyond the day of the injury.

If this isn't enough reason to initiate a traffic safety program in your work place, then what is?

If you need assistance in establishing a program, please contact Dan Vartanian with Michigan NETS.



### Be Hip to This Trip—Michigan Graduated Licensing Information

With spring just around the corner, it's time to think about teens entering driver education courses. Michigan's new graduated driver licensing law, which took effect in April 1997, can also add great confusion for the parents of these teen drivers. In addition, a number of public schools are dropping their driver education classes leaving parents to look elsewhere for instruction for their teen.

To help clarify the role of parents, the Office of Highway Safety Planning has developed materials titled, "Be Hip To This Trip." These materials consist of a 19 x 12 poster, a brochure and a pay check stuffer. The items will help parents understand their new responsibilities. Information pertaining to the 50 hours of practice driving time that parents must now spend with their teens (ten of those hours must be at night) are contained in the brochure, as well as different types of driving situations that all teens should experience. These items are available through the Michigan Resource Center.

Suggestions for parent/teen agreements are also discussed in these materials. These agreements include the teen's responsibilities pertaining to cost and maintenance of the vehicle he/she will be driving, passenger limitations, and zero tolerance for alcohol. Sample agreements/contracts are also available at the Michigan Resource Center. To obtain any of the above mentioned items, contact the Michigan Resource Center at 1-800-626-4636.

### How Sleep Loss Adds Up



In today's 24-hour society, many Americans complain that they have too much to do and too little time to rest. They may experience sleep deprivation repeatedly, and the ill effects of lack of sleep manifest themselves in the workplace, on the road, and in personal relationships. An estimated forty million people have a diagnosable and treatable sleep disorder, yet most remain undiagnosed. In the past century, we have reduced our average sleep time by 20 percent and, in the past 25 years, added a month to our average annual work/commute time. Our national sleep debt is on the rise.

A growing body of research quantifies how sleep loss negatively affects performance. In fact, a review of sleep deprivation studies published between 1984 and 1992 offers strong evidence of a sleep-performance relationship.

A study published in the New England Journal of Medicine revealed that many American and Canadian long-haul truck drivers get fewer than five hours of sleep per night, far less than required for top performance on the job and alertness on the road.

The National Highway Traffic Safety Administration(NHTSA) currently estimates that at least 100,000 vehicle crashes, 1,500 fatalities and 71,000 injuries each year are the direct result of driver fatigue. These crashes cost \$12.5 billion in diminished productivity and property loss.

NHTSA also estimates that another one million crashes, one sixth of all crashes, are produced by driver inattention. Clinical studies show that fatigue makes such attention lapses more likely to occur.

While doctors recommend at least eight hours of sleep per night, adult Americans questioned in the "Sleepiness in America" survey believed that seven hours were sufficient. However, the same respondents admitted that, on average, they actually got only six and a half hours sleep per night. The finding of "Sleepiness in America" help build a stronger case for the need for increased public education about sleep and sleep disorder.

Copies of "Sleepiness in America" and other National Sleep Foundation national surveys may be ordered by contacting NSF through their Web site, [www.sleepfoundation.org](http://www.sleepfoundation.org).

*Source: The National Sleep Foundation*

## NEWS YOU CAN USE

### **Cellular Phones Offer Benefits but Carry Risks**

The National Highway Traffic Safety Administration has been studying driver inattention since 1994 by collecting data on "pre-crash factors" and attempting to identify the incidence of cellular phone use as a crash cause. Despite the research, the NHTSA report concludes that the available data is insufficient to estimate the magnitude of the problem.

Copies of the report are available from the NHTSA Office of Public and Consumer Affairs by calling (202) 366-9550, or by visiting <http://www.nhtsa.dot.gov/>.

### **1996 Traffic Crash Facts Books Available**

Always much-anticipated, the Annual Traffic Crash Facts books and Fact sheets for 1996 have been printed. While print copies are available by request, the same information is also available on the OHSP web site ([www.ohsp.msp.state.mi.us](http://www.ohsp.msp.state.mi.us)). People are encouraged to use the Internet to obtain state and other national traffic crash data information

### **Michigan Network of Employers for Traffic Safety Survey & Evaluation Form**

Michigan NETS sent all of its members a survey and evaluation form in February. The purpose of the survey was to collect data that will be used to compile information about future activities and the success of the Michigan NETS program. It is extremely important that the evaluation forms be completed and returned as soon as possible. If you have not already done so, please take a few minutes and complete this evaluation. If you need another form, please contact Elaine or Margaret at (517) 333- 5325. Many thanks to each of you for your participation and feedback in this project.

## **Legislative Alert**

The Michigan legislature is currently debating two important traffic safety issues—standard enforcement status for the safety belt law, and, strengthening vehicle sanctions against repeat drunk driving and suspended license offenders. If you are interested in supporting these issues, please contact your local legislators.

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